As Real As It Gets
Organized by Rob Walker
November 16-December 22, 2012

Counter-clockwise from right

Beach Packaging Design
Respirer, 2012
Installation

Steven M. Johnson
Giclée archival inkjet prints [Printed 2012; dates below refer to original drawings]

13” x 19”

Fear Furniture, 1992
13” x 19”

Autos Pre-Wrecked at the Factory, 2005
11” x 17”

13” x 19”

Nod Office, 1984
13” x 19”

Landfill Surprise, 1991
11” x 14”

Potato Couch Room Group, 1993
11” x 14”

Television Life Support System, 1991
11” x 17”

Matt Brown
COWCOWS (VACHEMENT VACHE), Bovine ear extenders by Cyprien Côté, 2010

“Completely ‘fed up’ with seeing cows unsuccessfully wipe flies from their eyes, Côté came up with an ear extender that could be used by the cow to fully remove any pest that was bothering them.”— Design Fancy / Core77.com

Leather ear extenders. Photograph by Dirk Ahlgren
BATHE IN SOUND? YOU BET? Three Brainwave oscillators stimulate your mind — and two underwater speakers stimulate your brain. Tweak your sulfur levels and maybe you’ll discover what your sacral plexus has known since the beginning of time. Maybe you’ll just make a pretty tune. Either way, once you bathe in sound you’ll never feel clean doing it any other way.

Pillow, synthesizer, and box

Oliver Munday
*Logo for The Ladies’ Paradise*, 2012
Print and balloons.
[AFTER *Au Bonheur des Dames*, Émile Zola (1883)]

Staple Design
*Branding for Tono-Bungay*, 2012
Drawings, prints and stickers
[AFTER *Tono-Bungay*, H.G. Wells (1909)]

Shawn Wolfe
*Gross National Products Presents*, 2012
Prints, RemoverInstaller™s, branding collateral

Dana Wyse
*Jesus Had A Sister Productions*, 1997
Mixed media

Kelli Anderson
*Corporate Identity Materials for FutureWorld*, 2012
Light box, door covering, and business cards
[AFTER *Odds Against Tomorrow*, Nathaniel Rich (2013)]

Conrad Bakker
*Untitled Project: UNTITLED PRODUCT DISTRIBUTION NETWORK*, 2005
Oil on carved wood and brochure

The Marianas (Michael Arcega and Stephanie Syjuco)
*Montalvo Historical Fabrications & Souvenirs*, 2012
Mixed media

Ryan Watkins-Hughes
*Shopdropping*, 2012
Labels, cans
Pedestals and tables:

Angie Moramarco
*Branding for Veladone-RX, 2012*
Pens
[After research described in *Predictably Irrational*, Dan Ariely, (2008)]

Government Accountability Office
*Tropical Thunder Appliances Room Air Cleaner, 2010*
Room fan and Swifter duster, G.A.O report and photograph of original

Omni Consumer Products
*Fight Club Soap*
*Brawndo*
*Sex Panther*
*Stay Puft*

Kiwk-E Mart products
From the collection of Yu-Ming Wu

Last Exit To Nowhere t-shirts
*Tyrell*
*Cyberdyne Systems*
*Hal 9000*
*Logic Memory Systems*
*Central Services*
*Rekall*
*Soylent Corporation*
*CHOAM*
*Nakatomi Corporation*
*Kobayashi Porcelain*

Audio

Marc Weidenbaum and Disquiet Junto: Adam Baker (Deadwood), afterpostmodernism (Ian Campbell), all n4tural, Benjamin Dauer, bigpause, Carlos Lemosh, Charlie Grant, Damon Holzborn, Dean Terry, DEMILIT, Dick Mitic, Dizzy Banjo, echosonic (Grant Weston), Emma Hendrix, Ethan Hein, Inlet (Corey K.), jai., jimmy kpple, James Ross, Justin Buckley, Ken Mistove, Lem Herlihy, lordofoverstock (Matthew Austin), Mark Rushton, Michel Bananila, mjh 7, Moody Alien (Thessaloniki), Natalia Kamia, Naotko (Naoyuki Sasanami), Random Coil, SIGHUP (Steven Hamann), simspi, Steve Burnett, Summer of Nebula, Super Miracle Dream Team, The Holocene (Pj Hamlin), Tuonela, vanWinkle (Neal B Johnson), vuzhmusic (C. Reider), Westy Reflector, and Zedkah.
*A speculative exploration of sonic retail environments*, 2012

Audio
[After *Au Bonheur des Dames*, Émile Zola (1883)]

Furniture product placement by Blu Dot